

Nutrigenomics Market - Global Industry Size, Share, Trends, Competition, Opportunity, and Forecast, Segmented By Product & Services (Services (Nutrigenomics Genetic Testing), Product), By Product (Vitamins & Supplements, Probiotics, Prebiotics) By Technique (Saliva/Buccal Swab, Blood, Others), By Application (Obesity, Cancer Research, Cardiovascular Diseases, Digestive Health, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Nutrigenomics Market is projected to expand from USD 1.13 Billion in 2025 to USD 2.12 Billion by 2031, registering a compound annual growth rate of 11.06%. Defined as the scientific exploration of interactions between nutrition and the genome, this field analyzes how genetic variations influence nutrient metabolism and conversely, how nutrients affect gene expression. The market is primarily propelled by the rising global prevalence of chronic lifestyle diseases and a significant transition toward preventative, personalized healthcare. This shift is fueled by growing consumer demand for tailored health strategies over generic advice, a sentiment echoed by the Council for Responsible Nutrition in 2024, which noted that 69% of supplement users prioritize personalized regimens when choosing products.

However, the market faces substantial hurdles due to a complex regulatory and ethical environment. The lack of standardized global guidelines for genetic testing, combined with ambiguous regulatory frameworks for direct-to-consumer services, creates operational uncertainty for providers and hesitation among medical professionals. Additionally, serious concerns regarding the privacy, security, and potential misuse of

sensitive genetic data continue to impede widespread consumer adoption. These issues significantly delay the integration of nutrigenomic assessments into standard clinical practice, acting as a major restraint despite the strong demand drivers.

Market Driver

The escalating prevalence of chronic and lifestyle-related diseases serves as a primary engine for the Global Nutrigenomics Market. As rates of metabolic disorders and obesity rise worldwide, consumers are increasingly moving away from generic dietary guidelines in favor of genomic-based interventions that offer targeted disease prevention. This transition is supported by the critical need to manage non-communicable diseases through precise, gene-informed dietary adjustments rather than reactive medical treatments. Highlighting this urgency, the World Obesity Federation's 'World Obesity Atlas 2024', released in March 2024, projects that the number of adults living with obesity will reach 1.53 billion by 2035, underscoring the vital necessity for the preventive solutions provided by nutrigenomic strategies.

Simultaneously, the expansion of Direct-to-Consumer genetic testing, enhanced by artificial intelligence, is democratizing access to complex genomic insights. These platforms utilize sophisticated algorithms to convert intricate genetic markers into actionable nutritional advice, bypassing traditional clinical hurdles to engage users directly. This growth is reflected in significant capital investments aimed at scaling technological infrastructure. For example, Zoe announced in an August 2024 press release that it secured \$15 million to expand its AI-driven dietary assessment platform. Furthermore, the market is broadening its reach through affordable biosensor technologies, such as Abbott's 2024 launch of the Lingo continuous glucose monitoring system at a \$49 price point, which significantly lowers the barrier to entry for personalized metabolic tracking.

Market Challenge

The regulatory and ethical landscape constitutes a major obstacle for the Global Nutrigenomics Market. The absence of standardized global guidelines results in a fragmented environment where ambiguous regulatory frameworks create considerable uncertainty for service providers. This lack of clarity not only deters investment but also delays the development of established clinical protocols, causing medical professionals to hesitate in adopting nutrigenomic assessments. Without a unified compliance structure, the market struggles to evolve from niche direct-to-consumer offerings into widely accepted medical solutions.

Moreover, severe concerns regarding the privacy and security of sensitive genetic data significantly undermine consumer trust. Fears surrounding data misuse and potential genetic discrimination act as strong deterrents to mass adoption. This precarious operating environment is further evidenced by increasing legal challenges. According to the International Association of Privacy Professionals, the industry faced heightened scrutiny in 2024 with over 50 accumulated complaints filed under the Illinois Genetic Information Privacy Act, highlighting the substantial litigation risks involved in handling genetic information. Consequently, these privacy and regulatory barriers collectively stifle consumer demand and restrain the market's growth potential.

Market Trends

The integration of nutrigenomics with microbiome profiling and metabolomics is transforming the market, shifting the focus from static genetic markers to dynamic, multi-omic health assessments. This comprehensive approach combines host genetic data with gut microbial activity and metabolic outputs to enable highly specific nutritional interventions that address both biological predisposition and current functional health. Companies are actively capitalizing on this trend by developing platforms that analyze RNA sequencing and microbial gene expression to refine precision nutrition strategies. For instance, Viome announced in a September 2024 press release that it secured \$25 million in funding to launch a new diagnostic division, aiming to extend its AI-driven precision nutrition ecosystem into chronic disease detection and management.

Concurrently, the application of nutrigenomics in the athletic performance sector is growing rapidly as sports professionals seek to optimize recovery and reduce injury risks through gene-based dietary tailoring. Elite teams and sports nutritionists are increasingly using specialized genetic panels to identify individual variations in caffeine metabolism, inflammation responses, and micronutrient absorption, replacing trial-and-error methods with scientifically validated protocols. This niche is professionalizing quickly, with testing services expanding their capabilities to meet high-performance demands. As noted in a March 2024 NutraIngredients.com article titled 'The state of science for genomics in sports nutrition', the Chief Science Officer of Nutrigenomix confirmed that their platform now analyzes 77 key genes to provide targeted recommendations for athletic performance and recovery.

Key Market Players

Honeywell International Inc.

Itron, Inc.

Landis+Gyr AG

Apator S.A.

Diehl Stiftung & Co. KG

Elster Group GmbH

Xylem Inc.

Schneider Electric SE

Badger Meter, Inc.

Zenner International GmbH & Co. KG

Report Scope

In this report, the Global Nutrigenomics Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Nutrigenomics Market, By Product & Services

Services (Nutrigenomics Genetic Testing)

Product

Nutrigenomics Market, By Product

Vitamins & Supplements

Probiotics

Prebiotics

Nutrigenomics Market, By Technique

Saliva/Buccal Swab

Blood

Others

Nutrigenomics Market, By Application

Obesity

Cancer Research

Cardiovascular Diseases

Digestive Health

Others

Nutrigenomics Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Nutrigenomics Market.

Available Customizations:

Global Nutrigenomics Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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